



City of Scottsdale Matching Event Advertising Funding Fiscal Year 2015-2016 Application Program

INFORMATION AND PROCESS

I. What is the "Matching Event Advertising Funding Program?"

Major events are an important component of Scottsdale's overall image and its "product". Events are also used as tools for marketing programs that are intended to increase national and international visibility for Scottsdale as a desirable tourist destination to our target upscale resort visitor.

The Tourism Development Commission (TDC) annually reviews events that have the potential to attract visitors to Scottsdale and provide ancillary values. With that objective in mind, the TDC has adopted a "marketing support" program. The TDC recommends City bed-tax support for a variety of beneficial events based on the following overall objectives:

- **That events market and promote Scottsdale's attractiveness as a destination to our target upscale leisure and meeting visitors AND**
- **That events generate a minimum number of room nights in Scottsdale hotels**

The Mayor and City Council, utilizing receipts from the bed tax, authorize financial support for the Matching Event Advertising Funding annually. The amount(s) available and the funding criteria are subject to annual review by the TDC. **All recommendations and actions are subject to availability of funds and approval of the City.**

II. How does an event qualify for consideration?

All applicants seeking Matching Event Advertising Funding from bed tax must meet all of the following primary qualifying criteria in order to be eligible for funding consideration by the TDC:

- **Supports Tourism Driver(s)** The TDC has adopted five tourism "drivers" as those experiential factors that cause our customers to visit Scottsdale, especially as that decision relates to Events. Events are expected to fit one or more of these drivers in order to be considered: **Art and Culture, Culinary, Golf, Sports and Recreation, and Western.**
- **Marketing Exposure** The event will provide exposure nationally, internationally and/or outside Maricopa County for Scottsdale's attractiveness as a destination to our target upscale resort visitor.
- **Generates Room Nights** Evidence of room nights in Scottsdale hotels as a result of the event.

III. How do I apply for Matching Event Advertising Funding?

A process has been developed which provides necessary information for the City of Scottsdale's TDC to evaluate marketing funding requests and to determine appropriate funding for qualified events. The FY15/16 Matching Event Advertising Funding applications are available online or you may contact Holli Shannon in the Tourism and Events Department.

HShannon@Scottsdaleaz.gov

Step 1 – Review the "Event Qualification Criteria" in Section II

Step 2 – Complete a FY2015/2016 "Matching Event Advertising Funding Application"

Step 3 – Evaluation of a request by City Staff and Tourism Development Commission

Step 4 – Recommendation by City Staff to Mayor for approval

Step 5 – Formal approval by Mayor

Event applications will be available year round (July 1 through June 30), pending funding availability.

IMPORTANT DATES (Subject to change)

Applications available:

July 1, 2015

Application submittal due:

Available Year Round

IV. How are funding recommendations determined?

A. Approved Uses of City Funds

City bed-tax funds must be used for marketing outside Maricopa County, to increase the likelihood that event attendees will stay in a Scottsdale hotel.

The TDC has developed four "Approved Uses" for matching City funds. Applicants requesting City funding event support must use the funds for one or more of the following:

- Scottsdale Convention and Visitors Bureau Co-Operative Advertising Program
- Event Placed Marketing in SCVB Media List Entity (Not part of a SCVB Co-Op)
- Event Placed Marketing (Not part of a SCVB Co-Op and publication/media is not included on the SCVB media list)
- Direct Mail

Preference will be given to matching funding for a "SCVB Co-Operative" marketing program and/or "Event-Placed" marketing in SCVB Media List Entity (Not part of a SCVB Co-Op).

The above "Approved Uses" are listed in Section IV of the attached Application. The request must include the specific use(s) for any funds granted, i.e. "half-page ad in (name of publication)", "participation in SCVB co-op marketing program" along with the dollar amount.

Payment is contingent upon submittal of the appropriate documentation (third-party invoices shown as "paid in full" and the cancelled checks) that verifies the use of the funds and that payment has been made in full.

Examples of expenses **NOT** eligible for reimbursement include but are not limited to advertising agency commissions, public relations expenses, "in-kind" expenses, salaries, entertainment, supplies, equipment, postage, sales tax, travel expenses, general operating expenses, and any item not specifically included in the funding request. Trade shows and corporate meetings are not eligible for funding.

The TDC's adopted policy requires that any funds granted to an applicant be used for one or more of the "Uses for City Funded Event Advertising" in Section IV of the application.

Details about full reimbursable and non-reimbursable activity are in the contract and should be reviewed carefully.

B. Funding Evaluation

Events that meet the Qualifying Criteria, described above in Section II, will be referred to the TDC and evaluated for funding based on the following tier structure criteria and according to the additional considerations outlined in Sections 1 through 4 below. Relative importance of these considerations is determined at the discretion of the TDC.

TIER ONE EVENT - \$30,000 Maximum

- **Extensive promotion** of Scottsdale's image as a desirable tourist destination outside the local marketplace **to national and international target markets** resulting in evidence of a minimum of **2,656 room nights** generated during the event, as well as opportunity for "residual" demand year-round
- Credit value for shoulder and off-season events
- Supports one or more of the tourism driver(s)
- Evidence of producer/event stability

TIER TWO EVENT - \$15,000 Maximum

- **Regional and/or limited national promotion** of Scottsdale's image as a preferable tourism destination to target markets outside the local marketplace ideally resulting in evidence of a minimum of **1,328 room nights** generated during the event.
- Additional value is applied for shoulder and off-season events
- Event characteristics are such that room nights are generated primarily during the event with minimal opportunity for residual room night generation
- Supports one or more of the tourism drivers
- Evidence of event/producer stability;
- Room night growth potential.

TIER THREE EVENT - \$5,000 Maximum

- **Minimal marketing or promotion** resulting in evidence of a minimum of **443 room nights** generated during the event or survey capturing number of attendees from outside Maricopa County.
- Promotes Scottsdale's image as a desirable tourist destination and the Scottsdale "cachet" and provides "something to do" for visitors and residents
- Events of two or more days duration
- Additional value is applied for shoulder and off-season events
- Ideally has a history in Scottsdale or another location
- Supports one or more of the tourism drivers

1. Marketing Plan

The marketing plan evaluation is an important part of the process and is based on several components, including but not limited to:

- Adds to or complements SCVB's marketing program
- Exposure to Scottsdale's demographic markets
- Exposure in Scottsdale's feeder markets
- Overall scope of the marketing plan

2. Marketing Budget

The TDC is particularly interested in knowing what marketing is planned outside the local marketplace (outside Maricopa County), and that the applicant is in a position to match City funds:

- Paid and in-kind resources spent, and what percent of the total budget is the funding request
- Reach, frequency, and distribution methods

Target Market Information-- Scottsdale's key feeder markets are shown in the table below:

TABLE I

DOMESTIC	INTERNATIONAL
New York	Canada
Los Angeles	United Kingdom
Chicago	Mexico
San Francisco	Germany
Denver	Australia/New Zealand
Seattle	
Dallas-Fort Worth	
Washington DC	
Philadelphia	
San Diego	

Scottsdale's targeted leisure tourism segment is adults in their late 50's with a household median income of \$115,700 per year traveling with or without children. They are highly educated and culturally focused. Relaxation, arts and culture, day trips, and outdoor activities are their primary motivations for visiting Scottsdale.

3. Room Nights

Based on the information in the application, the TDC will evaluate the number of room nights generated as a result of the event. This evaluation will be based on credible evidence (room blocks as provided by the event producer as well as third-party economic impact reports & surveys).

Of particular interest is **the extent to which the event is the reason for the trip to Scottsdale**. Industry and fiscal impact is typically measured by the number of hotel rooms that can be attributed to the event.

4. Visitor Attraction and Repeat Visitation

Visitor attraction is an event's ability to contribute to the potential visitor's decision to visit Scottsdale. Visitor retention is the event's ability to enhance the experience of the visitor who is already in Scottsdale during the event, but implies that the event will increase satisfaction levels of the guest, and be a causal factor in referrals and repeat visits.

V. What is my responsibility as an event producer?

An "Event Agreement" between the event producer and the City of Scottsdale will define the contractual responsibilities of the two parties and will be submitted to the City Council for approval.

The contract requires the producer to conduct the event as promised to the City. Among other things the contract requires the event producer to:

- Use City logo or an event sponsorship logo provided by the Scottsdale Convention & Visitor Bureau.
- Provide on its official event web site a prominent link to City's web site or to the Scottsdale Convention & Visitors web site.
- Contract provisions may require an event producer to allow the city to conduct an event intercept survey during the event using questions selected by the city at the event producer's expense.

It is the responsibility of the event producers to ensure that all of the contractual responsibilities are satisfied. Once approved, *any* requested changes to the contract must be submitted in writing no later than 30 days prior to the event, and are subject to written approval.

The event producer will be expected to comply with all City of Scottsdale application, permit, insurance, and approval requirements and processes for Special Events. All permits and approvals must be obtained prior to the distribution of any City funds to the sponsor.

A completed Post-Event Report will be required as identified in the "Event Agreement". A report is included in the application packet.

IV. CONTACTS

For questions or assistance, please call the City of Scottsdale Tourism and Events Department at 480-312-7177. Our address is 7506 E. Indian School Rd., Scottsdale, AZ 85251.

V. Notes

This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event. Actual funding amount and specific uses must be specifically authorized by the City.

Application is not a legally binding agreement. After the recommendation of funding, a formal City Contract and Exhibit A listing the reimbursable "Qualified Items," will be sent to producer. "Qualified Items" approved for funding may differ from the application. ONLY the "Qualified Items" included in the Contract will be reimbursed.